

BAB 7

SIMPULAN DAN SARAN

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7.1. Simpulan

Berdasarkan analisis terhadap sistem yang berlaku, maka dapat disimpulkan sebagai berikut :

- CRM berbasis sistem informasi pemasaran dapat membantu manajer melaksanakan strategi diferensiasi untuk mencapai target konsumen yang tepat pada Memori Foto.
- Memori Foto perlu menerapkan CRM berbasis sistem informasi pemasaran untuk membantu mempertahankan konsumen yang lama dan mendapatkan konsumen baru.
- Rancangan CRM berbasis sistem informasi pemasaran yang sesuai untuk Memori Foto adalah CRM yang mampu mengumpulkan berbagai macam data mengenai konsumen, pesaing maupun informasi pasar lainnya.

7.2. Saran

Ada beberapa hal yang dapat diberikan sebagai saran berdasarkan penelitian ini:

1. Untuk mempermudah proses pengambilan keputusan dalam menetapkan strategi diferensiasi dalam menentukan jalur distribusi sebaiknya manajer Memori Foto menggunakan bantuan CRM berbasis sistem informasi pemasaran.

2. Penelitian selanjutnya dapat mengembangkan CRM berbasis sistem informasi pemasaran yang difokuskan pada hal lain selain target konsumen, misalnya berfokus pada media iklan yang efektif untuk mempertahankan konsumen lama dan mendapatkan konsumen baru.

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